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Social & Behavioral Research Lab Joins Transparency Initiative

Winthrop University

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Social & Behavioral Research Lab Joins Transparency Initiative

Quick Facts

- By joining the initiative, Winthrop is supporting a mutual goal of more effective disclosure of research methods by all organizations and keeping survey research an open science.
- The public university is one of more than 30 higher education institutions and other groups who are charter members.



ROCK HILL, SOUTH CAROLINA - Winthrop University's **Social & Behavioral Research Lab** is a charter member of the American Association for Public Opinion Research's (AAPOR) Transparency Initiative.

By joining the initiative, Winthrop is supporting a mutual goal of more effective disclosure of research methods by all organizations and keeping survey research an open science. The public university is one of more than 30 higher education institutions and other groups who are charter members.

"We believe you and your organization are providing a strong example to others as a 'good citizen' who values and practices openness and transparency," wrote **Michael W. Link**, association president, in welcoming Winthrop. "We applaud your voluntary commitment to abide by the disclosure standards in the AAPOR Code of Professional Ethics and Practices. Both the public and the credibility of our profession will benefit from your commitment."

Winthrop's Social & Behavioral Research Lab will now display the association's charter member electronic logo to designate its commitment to transparency on all of its marketing materials and website.

The lab is a full-service survey research and data analysis entity and serves both public and private organizations. Founded by **Political Science Professor Scott H. Huffman** in the spring of 2002, the lab is a research arm of the **Department of Political Science** at Winthrop. It provides professional survey research and analysis and is located in **20 Dinkins Hall**.

The mission of the is threefold: research, service and teaching. Its most visible work is the **Winthrop Poll**.

For more information, contact **Judy Longshaw**, news and media services manager, at 803/323-2404 or e-mail her at longshawj@winthrop.edu.

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